



Small Adventures
COMMUNICATIONS

PUBLIC RELATIONS

FOR INTROVERTS

ALEXSON CALAHAN, APR

WHAT WE'LL COVER

PR BASICS

MESSAGING LIBRARIES

PITCHING STRATEGIES

LEVERAGING WINS



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HELLO, FRIENDS!

- ▶ **Power of PR**
- ▶ **Introverts Can Shine**
- ▶ **Leverage Everything**



A MEDIA REQUEST COMES IN...

What is your first thought?

WHAT IS PR?

**THE STRATEGIC PROCESS OF BUILDING
MUTUALLY BENEFICIAL RELATIONSHIPS
WITH THE PEOPLE OR GROUPS WHO CAN
HELP YOU ACHIEVE YOUR GOALS.**



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THE VALUE OF **PUBLIC RELATIONS**



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THE VALUE OF PUBLIC RELATIONS

90%

more effective than
advertising in
influencing consumers

THE VALUE OF PUBLIC RELATIONS

96%

want content with more
input from industry
thought leaders

THE VALUE OF PUBLIC RELATIONS

22X how much more
memorable storytelling is
compared to facts

PR STRATEGY SHORTCUT



WHAT ARE YOUR GOALS?



WHO CAN HELP?



HOW CAN YOU STAY TOP OF MIND?



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HOW WE TAILOR PR FOR INTROVERTS

1. Build a message library.
2. Focus on 1:1:many media opportunities.
3. Ensure media readiness for traditional outlets.
4. Turn one win into many.



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PR FOR INTROVERTS

MESSAGE LIBRARY



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MESSAGING AND POSITIONING



**I (DO A THING)
for (PEOPLE)
BY (METHOD)
SO THAT (OUTCOME).**



POSITIONING



TOPIC AREAS

ACT: THE MESSAGE BUILDER MATRIX

Select the top three topic areas you and your business are experts in. Build messages in three parts to help inspire content for social media, email and web content, as well as prep for media pitching.



Topic:

Topic:

Topic:

MESSAGING

A —
C —
T —

MESSAGING

A – Awareness

C –

T –

MESSAGING

A – Awareness

C – Credibility

T –

MESSAGING

A – Awareness
C – Credibility
T – Together

PR FOR INTROVERTS

1:1:MANY



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PODCAST PITCH

FIND THE RIGHT FIT:
AUDIENCE
TONE
HOST
IN-PERSON/VIRTUAL/VIDEO



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PODCAST PITCH

SPOKESPERSON'S EXPERTISE



AUDIENCE'S BIGGEST CHALLENGE



THE PITCH



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PR FOR INTROVERTS

MEDIA READINESS



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PROACTIVE MEDIA OPPS

ASK YOURSELF:

IS IT NEWSWORTHY?

DOES IT DRIVE TO ORGANIZATIONAL GOALS?

EARNED MEDIA PITCH

SPOKESPERSON'S EXPERTISE

+

TIMELY NEWS STORY

=

THE PITCH



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TIME TO BE LOUD OR QUIET



RESPOND, DON'T REACT



RELEVANT TO MISSION



BE EXPLICIT FOR STAKEHOLDERS



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WHAT TO DO WHEN YOU HAVE A **MEDIA OPPORTUNITY**

MEDIA PREP

- Who, what, where, when, why, how
- Visuals
- Tone
- Controlled conversation
- Flag brilliance

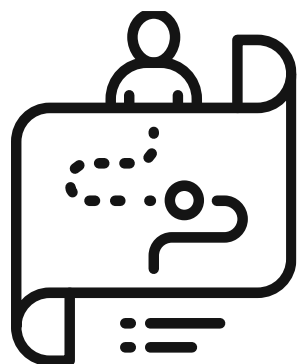
WHAT TO DO WHEN YOU HAVE A **MEDIA OPPORTUNITY**

MESSAGE PREP

- ACT framework
- One call to action
- Prep for the final question goldmine

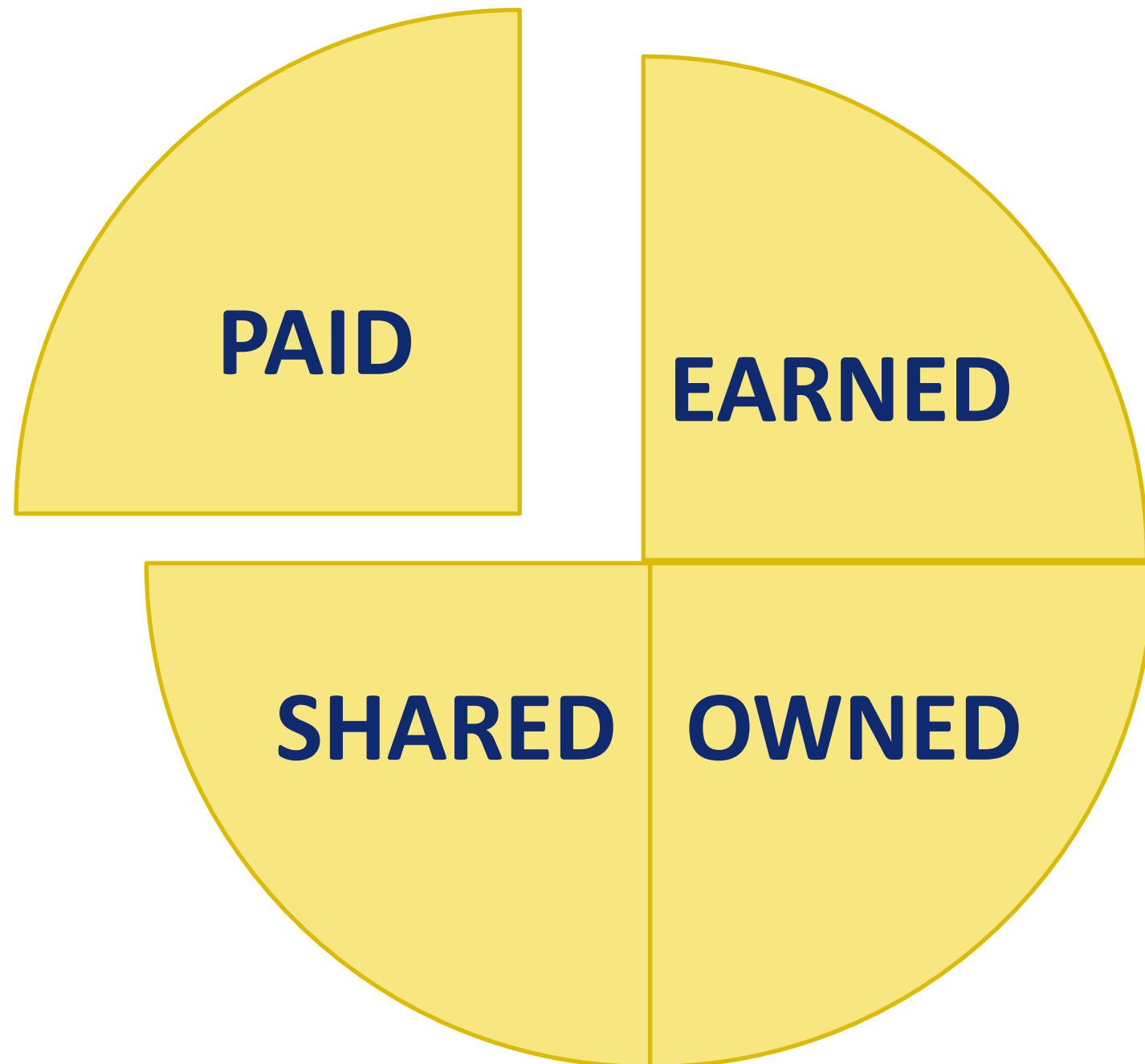
LEVERAGE

EVERYTHING



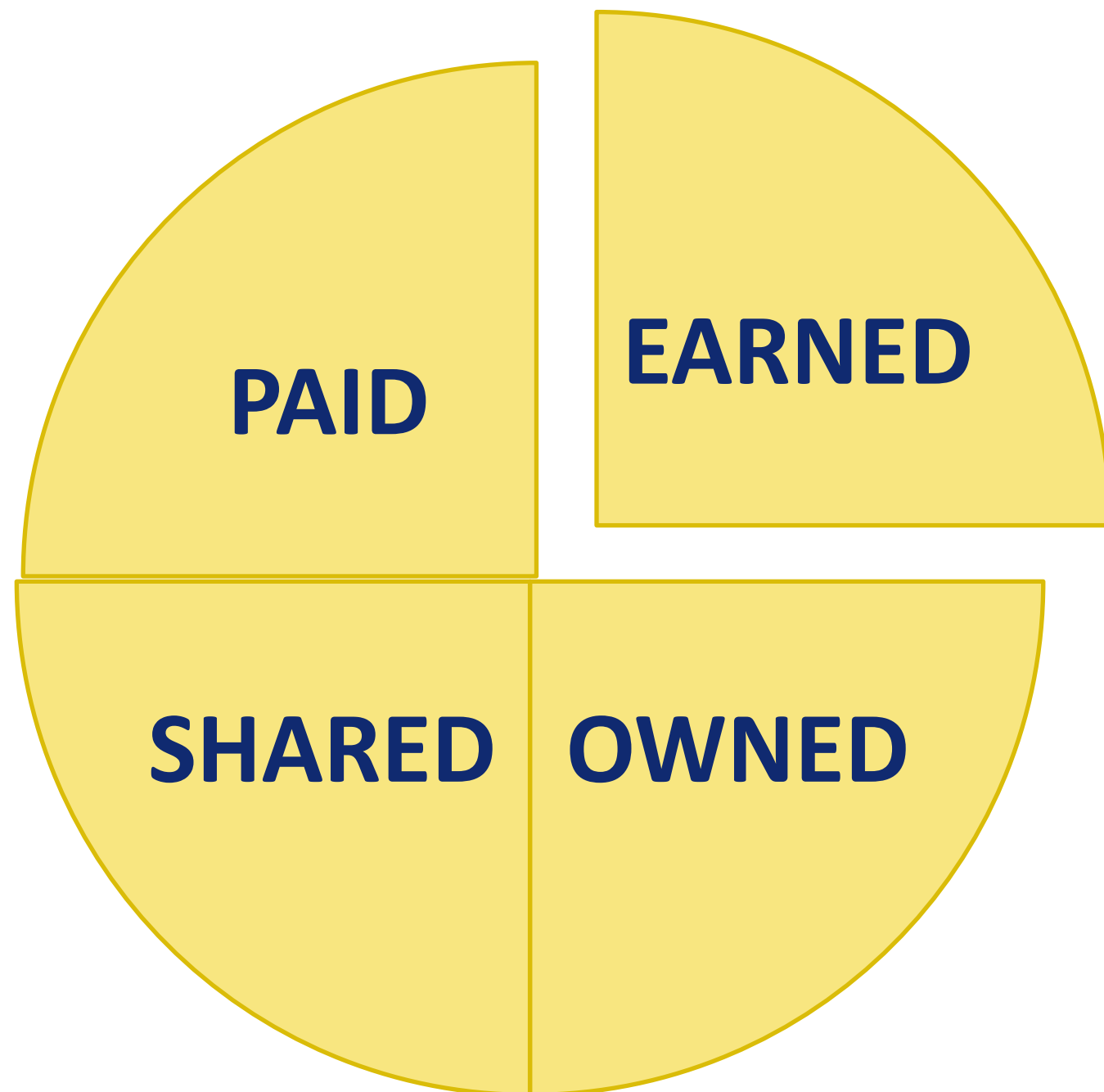
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MEDIA MIX



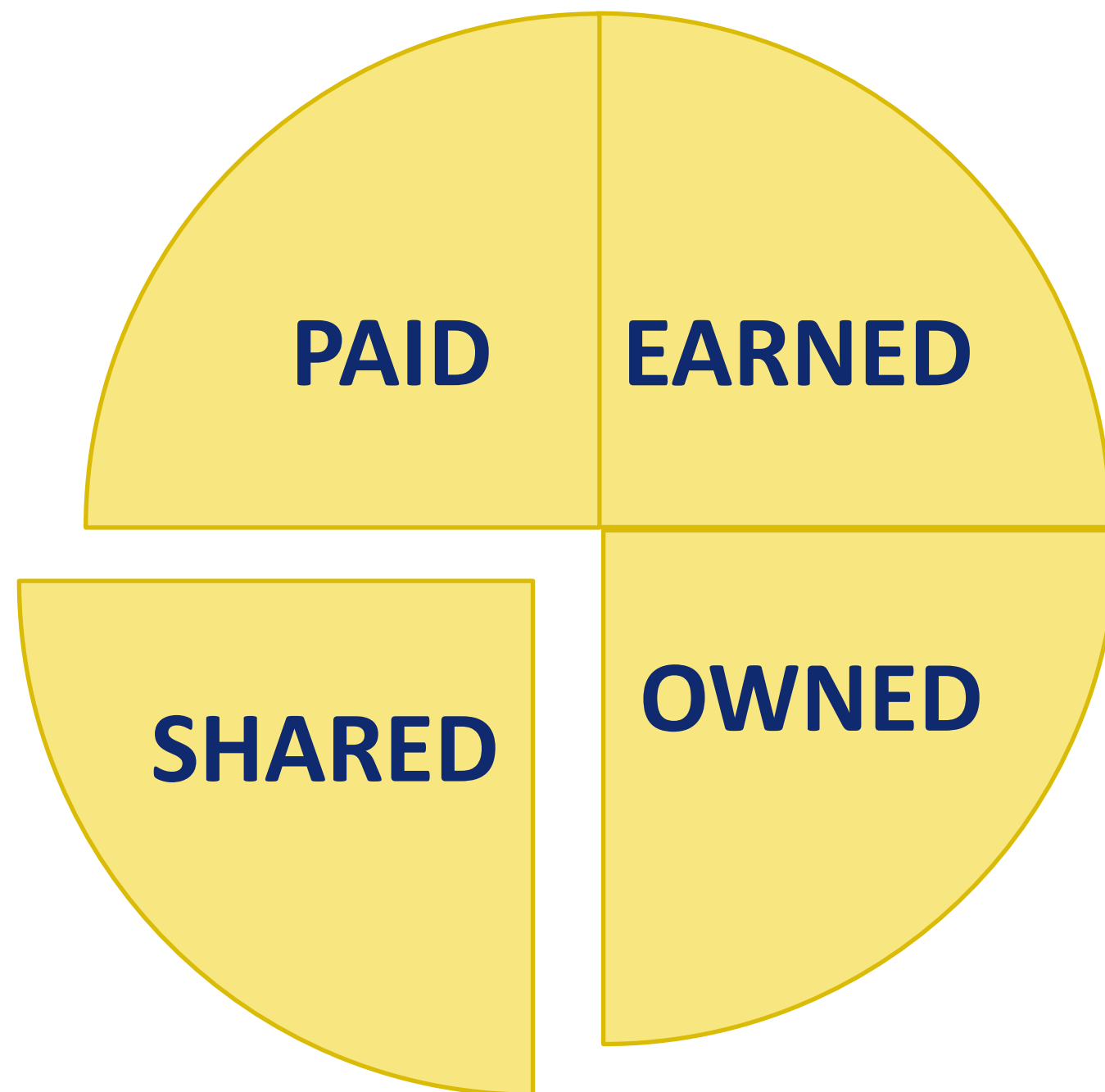
- Boosted social posts
- Targeted social media ads
- Marketing integration (paid ads in outlet)

MEDIA MIX



- Bios and articles
- Alumni publications
- Trade publications
- Chambers and affinity groups

MEDIA MIX

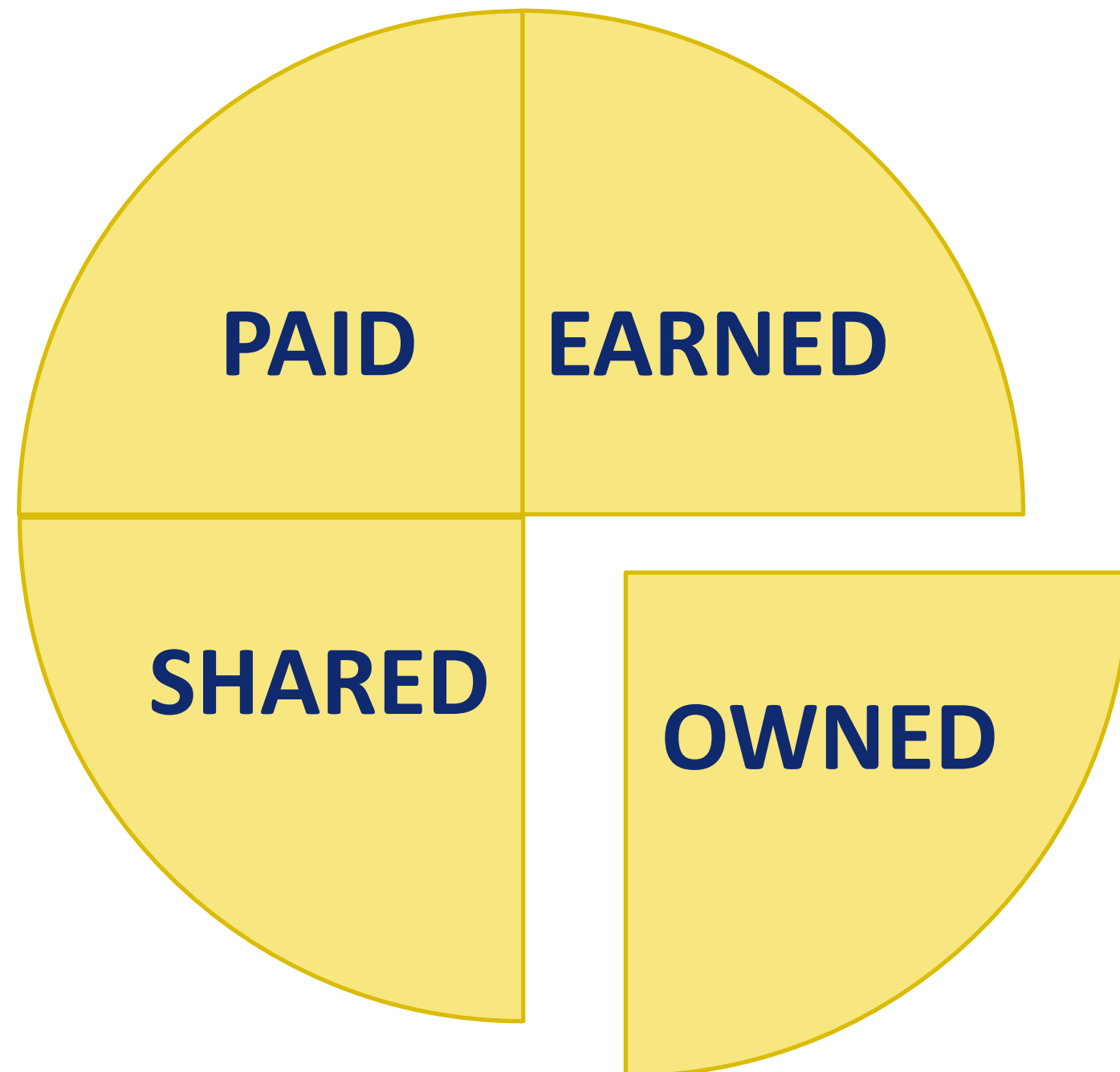


- Copy and paste options
- Employees
- Vendors
- Members
- Industry and trade groups



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MEDIA MIX



- Media page
- Newsletter
- Internal communications
- Social media
- Blog
- Annual report
- Case studies
- White papers
- Annual media win video

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THANK YOU!



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in @Alexson

RESOURCES FOR

INTROVERTED LEADERS

- *Quiet*, by Susan Cain
- *The Introvert's Edge*, by Matthew Pollard
- *The Introvert Advantage*, by Marti Olsen Lane
- *Quiet Influence*, by Jennifer Khanweiler
- Yoodli
- The Introverted Entrepreneur podcast
- Quiet and Strong podcast